Digital StoreFront 5.2: Innovation and Integration

New interface and integrations provide more power with fewer clicks.

The new version of EFI Digital StoreFront®, a Web-to-Print/eCommerce solution, introduces an enhanced user interface with an advanced flex-ticketing preview window that allows print buyers to order, edit, preview, and manipulate their job specifications all within a single view! Many other Web-to-Print tools require print buyers to navigate through a series of screens to specify, price and preview their job. The Digital StoreFront interface offers a focused page concept that delivers a more visual, complete and accurate result.

A Wealth of Integration Options
Integration allows your customers to quickly and easily send jobs to Fiery Driven™ engines, MicroPress® or Fiery Central, allowing them to work faster and more productively with fewer clicks, while also harnessing print engine features.

In addition, Digital StoreFront 5.2 provides improved integration with EFI Fiery® XF, a production RIP, and VUTEk® GS printers – resulting in a seamless workflow. Once configured, Digital StoreFront sends a job to a Fiery XF server connected to a VUTEk printer. During job production, real-time job and device status information is communicated back to Digital StoreFront. This higher level of integration helps printers realize an immediate productivity increase for personnel and print devices.

New Features in Digital StoreFront 5.2
Dave Minnick, product manager at EFI, says, “The on-going innovations to the Digital StoreFront Web-to-Print tool make it a powerful ally in the printer’s quest to differentiate their capabilities and services from the competition. The new user interface and preview capabilities of Digital StoreFront make it unique in the industry. Both the buyer and the printer benefit from the visual, smart capabilities of the new software as they can specify, review and print jobs with fewer delays, errors, and change cycles.”

Some of these new features include:
• Unlimited storefronts included in the base platform.
• New user interface simplifies online ordering of ad-hoc products.
• Fiery integration reduces touch points and eliminates manual tasks, making less work for print operators.
• Deep linking supports marketing featured products on a given storefront.

Sign Up for a Webinar
To see a live demonstration and learn more, register online at www.efi.com under the Resource tab for the upcoming Webinar: What's New in Digital StoreFront 5.2.
Marc Olin on the Value of Fiery Solutions and Automation

Marc Olin is the senior vice president and general manager of the Commercial Print Systems group at EFI. So, why is Marc so “hot” on Fiery servers and controllers? Yes, over 17 million users worldwide use Fiery solutions, but he thinks many MIS/ERP clients just don’t realize the huge value they can derive from Fiery Driven™ digital printers.

“Anyone familiar with the teachings of Udi Arieli knows about the concept of Global Optimization,” commented Marc Olin. “It’s the understanding that the value of a single process is increased exponentially when that process is integrated and automated with the processes that feed it... and that it feeds. Making Fiery servers and controllers an integrated part of an end-to-end workflow is an excellent example of this potential.

“Many are already aware of the great advantages that made Fiery the world’s undisputed digital fron- tend – offering superior color management, performance, excellent speed, and powerful variable data printing capabilities. An additional and unique competitive advantage is gained when you connect Fiery to your EFI MIS/ERP solution.”

Below are Marc’s top five Fiery benefits to your business:

1) Fiery solutions leverage job specifications entered by your client in our Digital StoreFront or PrintSmith Site Web-to-Print tool or by your staff in your EFI management system. The information is validated and delivered to the Fiery without the touches, delays and errors common in a disconnected workflow. Fiery utilizes this information to configure the job – preparing it for output on your digital engine.

2) Fiery provides continual feedback to your EFI scheduling system, giving your team a real-time job status while updating your schedule and run-lists.

3) Fiery provides job costing information to update your jobs for tracking, costing and analysis, supporting more accurate and timely cost analysis and invoicing.

4) Fiery provides performance information, giving management the data they need to analyze equipment and employee performance.

5) Fiery delivers details on equipment utilization that can be used to validate the click counts that you’re being billed for.

Marc concludes, “The value of Fiery goes far beyond its ability to drive your production equipment. It can also be a critical factor, when connected with your EFI management solution, in the overall success and profitability of your business. Beyond the MIS system, many people are not aware that Fiery also has seamless integration with the Agfa Apo- gee and Kodak Prinergy workflows, so it’s really the only digital front end that can provide full automation in the digital print environment. The ability to integrate and automate your production processes is key to this success!”

Fiery print servers are available on most of the high performance color and black and white digital presses within the industry from manufactur- ers, including Xerox®, Ricoh, Canon, Konica Minolta and Kyocera Mita. We also are now supporting connectivity to Xerox Nuvera, Xerox Docutech and Oce’ 6000 series devices using Fiery Central.

Visit www.efi.com for more information on Fiery servers and controllers. ©

April Learning Brings May Profits!
Connect 2012 User Conference Right around the Corner

Connect 2012 will be the industry’s best venue for open dialogue and idea exchange in 2012. Business leaders worldwide will gather to participate in educational sessions, receive hands-on experience, discuss industry trends, network with peers, voice their opinions, and to learn from others. Following the sold out conference in 2011, EFI has reserved additional classrooms and more space for the Solution Center. EFI wants to ensure that it meets attendee demands for more learning, networking and hands-on opportunities. Even with the expan- sion, space will still be limited, and users should register now at www.efi.com/connect.

Connect Auction Standout Event
The Annual Connect auction was the highest rated general event at the conference last year. Once again, a portion of the proceeds from this year’s auction will go to support The Print and Graphics Scholarship Foundation. Additionally, the event will include over $1,500 in sponsor door prizes, presented throughout the auction. The only condition – you must be present to win!

This year’s auction highlights include:
• A 100-hour development block for your Pace solution.
• A Digital StoreFront or PrintSmith™ Site® Web-to-Print solution.
• A 40-hour system/business audit.
• An EFI Auto-Count® package including hardware and Auto-Count 1000 software.
• An expense-paid trip for two to our Radius offices in Chicago, including airfare, lodging, and dinner with our Radius leader-ship team.
• And many more items...

The complete auction listing will be emailed to all conference registrants 10-days prior to the event. The auction is held during the Sponsor Apprecia- tion reception on Wednesday night. Bidding numbers and additional information will be included in your conference registration package. ©
Integration Key to HardingPoorman
HardingPoorman Group Selects EFI Monarch MIS/ERP

HardingPoorman Group is one of North America’s leading commercial graphics providers. Consisting of several integrated companies all under one roof, HardingPoorman Group’s broad portfolio of services includes: sheetfed offset printing, UV printing, digital printing, variable data services, CD/DVD replication and automated packaging, mailing, comprehensive bindery, wide-format signage, and fulfillment.

“We have always been committed to investing in the best technology available to support our employees and our customers,” said David Harding, president. “Due to the growing needs of our customers and the expanding array of services that we offer, we outgrew our old systems. EFI’s integrated solutions will not only bridge that gap but will serve our needs well into the future as we continue to expand.”

“We researched every offering in the marketplace,” said Steve Anzalone, chief operating officer for the HardingPoorman Group. “During that process we were very impressed by EFI’s dedication to understanding our current needs and our future plans. Integration of our processes is critical, and the combination of Monarch, PrintStream Fulfillment, and our Kodak Prinergy platform clearly emerged as the number one system to effectively manage our printing, mailing and fulfillment operations within one integrated solution.”

“EFI™ has a unique combination of integrated products that meet HardingPoorman’s needs across mailing, digital print, and wide format with key integrations to their third-party systems,” said Jeff White, general manager of EFI Monarch. “The Monarch product suite has been engineered to support automated workflows, helping businesses to optimize their process and profit potential.”

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Jeff White, General Manager, EFI Monarch

Keeping the Competitive Edge
Beyond production information, free Webinars offer exceptional business value

Yes, we’re trying to sell you something! But beyond product information, EFI’s MIS/ERP and Web-to-Print Webinar series offer real-world examples and best practices from leading companies. Even the product demonstrations will spark ideas on how to better use your existing tools and/or improve your processes.

“Our Webinars are designed to help a business move to the next level,” commented Andy Booth, EFI manager and Professional Print Webinar host. “We utilize some of the industry’s best product and process experts to give businesses information on the tools and processes they can leverage to make that move. The Workflow Webinar Series, for example, focuses on efficiencies, improved productivity and a permanent reduction of touch points. Some of the improvements addressed during the Webinars provide super ROI from new tools, but many of the benefits can be obtained through better utilization of existing tools. Even if you don’t buy something today, you’ll still take away some valuable information that you can use immediately.”

Webinars routinely run between 60 and 90 minutes in length. The minimum requirement to attend is an Internet connection. Audio for our webinar series is now available either through a phone line, or directly through your computer’s sound card via speakers or headphones. Due to the popularity of our free Webinars, spots fill up quickly, so register early. After registering, you will receive an e-mail confirming your registration, along with a calendar (.ics) file to remind you of the date and time. A reminder e-mail will follow before the Webinar, which will also contain your logon information.

Check out the latest EFI Webinar scheduled at www.efi.com under the resources tab.

Visit www.efi.com for more information on EFI’s full range of products and services.

EFI Events
Join us for information on new products and updates at these upcoming industry events:

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Info*Flex 2012
March 19 – 20, 2012
Orange County Convention Center
San Antonio, TX.

DSCOOP6 2012
March 22 – 24, 2012
Washington, DC.

International Sign Expo 2012
March 22 – 24, 2012
Orange County Convention Center
Orlando, Florida. Booth 2302.

CPP Expo
April 18, 2012

Post Net 2012
April 19 – 21, 2012

Visit www.efi.com/events for a complete listing of EFI attended and supported events.

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Visit www.efi.com for more information on EFI’s full range of products and services.
See inside for all the latest news and reviews from EFI:

- Digital StoreFront 5.2: Innovation and Integration
- Cultivating a Competitive Advantage
- April Learning Brings May Profits!
- Integration Key to HardingPoorman

Streamline your digital production workflow from data capture through delivery

At Ricoh, innovation means more than offering industry-leading equipment and software. We understand that you need a comprehensive digital production workflow solution that is right-sized for your unique environment and gives you easy access to revenue generating solutions to take advantage of changing market needs.

That's why we created TotalFlow, our one-of-a-kind solution designed to combine the power of Ricoh's full range of production offerings, strategic and consulting services and industry leading third-party partner solutions to help you gain a competitive edge.

Customized to meet your unique business needs today, and ready to support your growth in the future, TotalFlow has everything you need from web-to-print to personalization, document and job management, multichannel marketing and much more.

Visit us at EFI Connect 2012 to learn more!